

1.0 Graphic Standards | Logo

Maricopa Association of Governments Logo



The integrity of the MAG logo must be maintained. Do not recreate the logo. Do not skew the proportions or use alternative colors. All elements must be visible and legible.

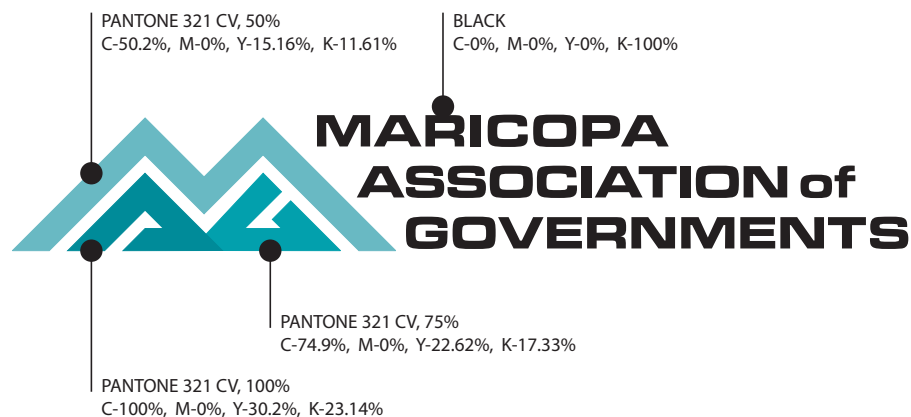
The MAG logo is the primary graphic element of the MAG brand. Consistent application of the logo will identify and reinforce public awareness of and confidence in MAG.

When the logo is used properly, an effective visual style is established. The logo should never be altered or displayed in any way other than as outlined within this guide.

It is everyone's responsibility to maintain consistency in the use of the MAG logo and style guidelines and eliminate the potential for misuse or abuse of the agency's identity.

Logo Colors

The logo consists of two colors: black and PMS 321 (Teal). The teal in the logo uses two additional shades to help differentiate the stylized M, A, and G in the logo's design.



1.1 Graphic Standards | Logo Variations

Logo Variations

The MAG logo is only to be used in the two formats—horizontal and vertical. Horizontal use is preferred where spacing allows.

Black and White

If the logo is presented in black and white, it should be 100% black or 0% black (white).

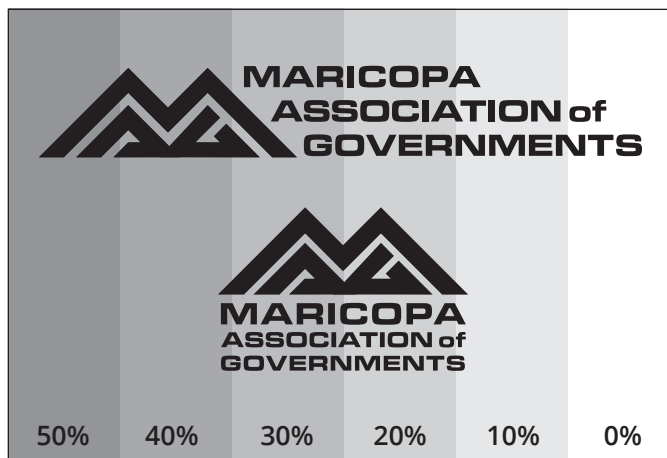
The black logo should be used over colors with contrast value up to 50%. The white (reversed) logo should be used when the background is darker than 50% in density.

Spacing

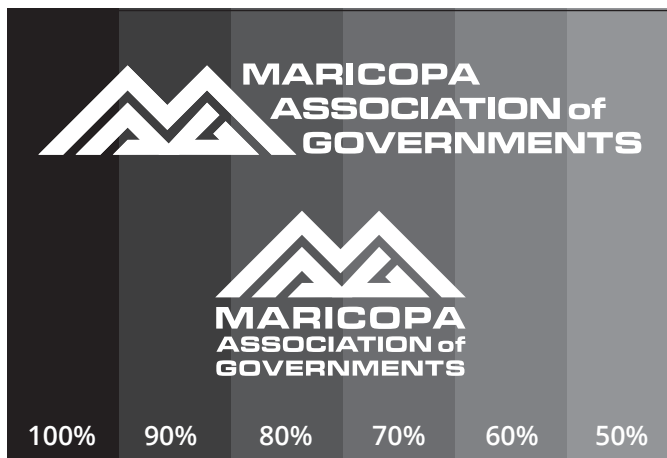
To maintain its visual integrity, the logo should never appear crowded by text, titles, photographs or other symbols. The logo makes a greater impact when a common clear space is maintained around it.

Size

To maintain visual clarity, a minimum width of 1.5 inches is preferred for the horizontal logo and .75 inches for the vertical variation. Ensure proportions are consistent and avoid stretching or skewing the logo.



Contrast values for black logo



Contrast values for white reversed logo

If there is a need to modify the size or elements of a MAG logo to fit a specific need or purpose, please contact Communication Division staff for guidance before modification.

1.2 Graphic Standards | Logo Use Restrictions

Logo File Usage

The official logo is available by request to MAG's Communication Division. Refer to the table below on the right, choosing the best one for your needs. The MAG logos are available on the [MAG SharePoint site](#) and also the server here: **S:\GRAPHICS\MAG Logos to Use**

TYPE	USE	LIMITATIONS
.jpg	Brochures, web images, MS Word and PowerPoint	JPEGs are limited to their resolution, which can result in poor quality reproduction the larger you print.
.png	PowerPoint, web	Works well when you need a transparent background.
.eps	Logos, line art, illustrations, print production	Best used when scaling is necessary, especially for logos used in large format printing. This is a vector file and cannot be viewed by all software.

Logo Use Restrictions

DO NOT use the logo in a sentence, headline, or as part of a phrase. Instead, use the words "the Maricopa Association of Governments" or "MAG" in the same font as the other words in the sentence, headline or phrase.

Do not try to capture the logo from the internet.

Do not give the logo any kind of additional graphic effects such as embossing, outlining or shadowing.

Do not incorporate the MAG logo, or any part of the logo, into another logo's design. It can appear in proximity to another logo, to indicate a relationship with MAG, but a common clear space must be maintained around the MAG logo at all times.

Do not manipulate, separate letters or distort the logo in any manner.

Do not use the logo's font, Microgramma Bold, anywhere else in the document.

MAG Icon

The MAG icon (logo without text) can be used as a design element or symbol, but not as a replacement for the MAG logo.

